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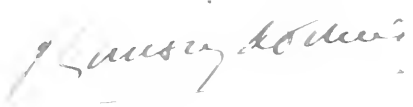
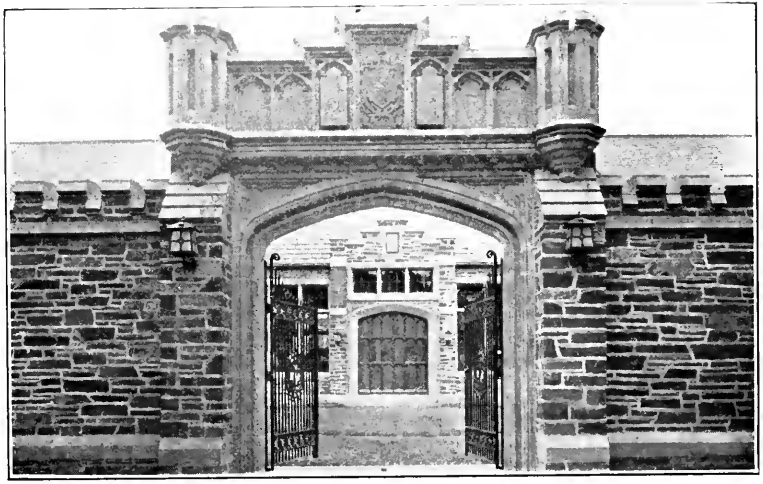
EARLY PRINCETON PRINTING

BY

VARNUM LANSING COLLINS



EARLY PRINCETON PRINTING



GATEWAY PRINCETON UNIVERSITY PRESS

Early Princeton Printing

BY

VARNUM LANSING COLLINS

PRINCETON UNIVERSITY PRESS
PRINCETON, NEW JERSEY
1911

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EARLY PRINCETON PRINTING

The installation of the Princeton University Press in a building of its own, with an equipment worthy of its affiliations and adequate to its ambitions, marks the beginning of a new epoch in the history of printing in the town of Princeton. And it is to commemorate the event that this slender appreciation of early Princeton printing is put forth.

The history runs back exactly one hundred and twenty-five years to the days when the town was still a colonial village with the scars of the Revolutionary War fresh upon it, when on one side of the highroad the College of New Jersey was still undergoing repairs, and on the other lay a scattered handful of dwelling houses and little shops clustering about the one or two comfortable taverns whose stage-coach business was fast mending now that the war was over. Under President With-

1510156

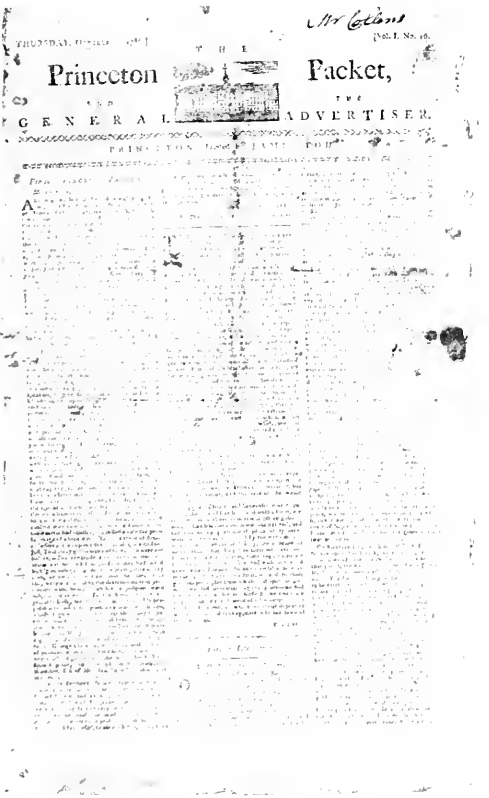
erspoon's untiring efforts the College, which for thirty years had shared with the taverns the honor of being the community's chief asset, was beginning slowly to gather itself together again, and the village was facing the future bravely, confident in its belief that prosperity for the institution set in its midst meant also its own growth and progress.

It was at this time that Doctor Witherspoon lent his support to the establishment of a printing press in the village. However easily he may have turned American on his arrival from Scotland in 1768, he had never forgotten his mother-country nor waived aside a chance to help a fellow-countryman. Any worthy Scotsman landing at an American port, could he but make his way to Princeton, would be sure to find welcome and to receive advice and assistance at the hands of the President of the College of New Jersey. And so it came about that early in 1786—unless all indications are at fault—there reached Princeton a young Scotsman named James Tod, a man of more than average education and a printer by trade, seeking work.

Half a dozen other towns in New Jersey at this time could boast printing presses, but none had ever been set up at Princeton. The proximity of Trenton, where Isaac Collins had won a reputation, and the wider possibilities of New York and Philadelphia had hitherto easily controlled all the work for compositors' hands to do that eighteenth century Princeton could offer. While, unfortunately, there is no definite authority for the belief one would like to entertain that Doctor Witherspoon had some dim vision of a future university press devoted to the promotion of education and scholarship—a vision that has needed the varied fortunes of a dozen decades to transform it into reality—yet it is reasonably certain that, if not at the President's suggestion at least with his hearty good will and support, Mr. Tod resolved to see what opportunity lay for him and his little press under the shadow of Nassau Hall; and opposite the College therefore he opened his shop. Meanwhile he had to live; and to help him eke out an existence until his press should win a clientele and be able to support him, he

was permitted to give French lessons in the College.

His best advertisement would obviously be a newspaper; so, backed undoubtedly by the interest of his patron, and viewing undismayed the ill-luck of Isaac Collins' "New Jersey Gazette," of whose approaching discontinuance he may have had an inkling, he issued in May or June 1786, the first number of the "Princeton Packet and General Advertiser," Princeton's first newspaper. That summer or autumn he published for the College a catalogue of its graduates and officers, the first to be issued in octavo form; late in 1787 he printed President Witherspoon's famous baccalaureate sermon of 1775 on "Christian Magnanimity," with the "Address to the Senior Class" which the Doctor had repeated each commencement since he first delivered it; and later still in the same year, 1787, he issued a volume of sermons by the President's friend, the Reverend John Muir of Bermuda. And here our actual knowledge of Mr. Tod's work ends. His output must have been larger, but these are the only monuments at present



Mr Collins

THURSDAY, [illegible] [Vol. I. No. 16.

THE

Princeton Packet,

AND THE

GENERAL ADVERTISER.

PRINCETON [illegible] JAMES TOD

THE "PRINCETON PACKET" FOR OCTOBER 5, 1786
PRINTED BY JAMES TOD

known of his eighteen months' stay at Princeton. Dr. Witherspoon's baccalaureate is a fairly common Revolutionary War item at book auctions; the Catalogue and even Mr. Muir's "Sermons" appear once in a long while; but copies of the "Packet" never turn up, and a file of the newspaper remains to be discovered. It was a little four-page weekly about eighteen inches long and ten wide, with three columns to the page. In the title-line a woodcut of Nassau Hall separates the words "Princeton" and "Packet"—the woodcut which was used again on the title-page of the Catalogue. In the colophon at the bottom of the fourth page the reader is informed that the annual subscription is ten shillings; that advertisements "of a moderate length" will be inserted at three and ninepence each, the first week, and one and threepence "for every continuance," and "long ones in proportion;" that "essays and articles of intelligence" will be thankfully received by the printer; and that at his office "printing work will be performed with fidelity and expedition."

Only five numbers have been located, although the paper ran for more than a year. It is the rarest of Princeton imprints.

Gallant though Mr. Tod's experiment was, and charming typographically as were his productions—the "Packet" and Witherspoon's sermon being especially attractive pieces of printing—it became evident very soon that Princeton could not support a press; and late in 1787 Tod accepted a position as classical master of Erasmus Hall, a school newly incorporated at Flatbush, Long Island. Here he remained five years, moving then to a private academy at New Utrecht, where in 1802, at the age of 50, he died, leaving a widow and seven children.

When one fingers the yellowing pages of Tod's "Packet" and his little booklets with their rag paper, their clear type and even press-work, one suspects that here was a man who loved his art and would have continued to practise it "with fidelity," had not the relentless exigencies of life forced him from his calling into more lucrative employment. Local lovers of

good printing must ever regret the conditions, unavoidable but not surprising, that drove James Tod away from Princeton.

His four imprints are characteristic of the local field—a newspaper, a college official publication, a discourse, a volume of collected sermons. Under these headings, with the additional one of town ephemera, may be classified pretty completely, and under the circumstances rather obviously, the output of the local presses until very recent years. Examination of the list of Princeton imprints during the last century and a quarter would show that the College and Seminary have ordinarily supplied regular annual jobs, that the predominant presence of clerical and academic residents in Princeton has produced a stream of sermons and occasional addresses, that a goodly array of pietistic works has been issued, that local religious and philanthropic organizations have supplied their quota of reports and occasional publications, that textbooks, scientific works and books for the general reader have been given but rarely to a local firm, their chance of success being greater if handled

elsewhere, and that, finally, almost every Princeton printer since Tod's day has tried his hand at a newspaper, and has never been flattered by material success.

The lesson of Tod's failure was well learned. For thirty-five years after his departure printing was a lost art in Princeton. But early in 1824 David A. Borrenstein opened an office, and with him printing returned to stay. The location of the Theological Seminary at Princeton, the interest of the times in religion, and the feverish activity of town and gown in disseminating religious reading matter had brightened immeasurably the business outlook for any prospective local press. And it will be observed that during his four busy years at Princeton, Mr. Borrenstein printed scarcely anything outside of the religious field. At a period when America was being accused of abject intellectual subserviency to Great Britain, one looks in vain for a Princeton reprint of any of the masterpieces of English prose or poetry that were being read in America. Contemporary Princeton booksellers' advertisements of new books are invariably

CATALOGUS

COLLEGII

NÆO-CÆSARIENSIS.

PRINCETON:

E Typis JACOBI TOD.

M.DCC.LXXXVI.

CATALOGUE OF GRADUATES AND OFFICERS
PRINTED BY JAMES TOD, 1786

limited to theological and controversial works, or to pietistic and devotional books, and the conclusion can hardly be evaded that if secular literature had any place in the community's reading it was scarcely through local dealers, and certainly not through local editions. On the other hand, it was the age of religious magazines and religious weeklies, and in this characteristic the age was amply reflected at Princeton. From the viewpoint of literature, life here must have been a grave matter in those days.

Exactly when or how Mr. Borrenstein came to settle in Princeton has been impossible to discover; but in May 1824 Dr. James W. Alexander could still speak of his press as a novelty to Princeton children, "great and small." That the newcomer received definite assurances of support is clear not only from his own words but from the character of the enterprises on which he immediately embarked. In July 1824 he issued this notice:

The subscriber having established a Printing Office in this place, under the immediate patronage of the Literary

Gentlemen who reside here, takes this opportunity of respectfully soliciting the favours of his friends and the public generally. He has furnished his Office with new and handsome Types, &c; and ventures to assure those who may confide to him the printing of works of any description, that every effort and assiduity will be used by him to execute the typographical part with neatness and accuracy.

Princeton, N. J. D. A. Borrenstein.
July 1824.

Already in May he had sent out proposals for publishing a weekly paper to be called the "Princeton Religious and Literary Gazette." No copy of this paper can be found, and it probably did not long survive its birth, for in April 1825 its printer began another weekly, the "American Journal of Letters, Christianity and Civil Affairs," edited by the Reverend Robert Gibson, and published by T. Callaghan Gibson. Well printed though its four quarto pages were, its sixteen columns of heavy reading matter devoted to the promotion of education, religion, and public affairs, proved too solid an intellectual diet to win popularity or even

support, and some months later—in January 1826—appeared its successor, the "American Magazine of Letters and Christianity," a monthly octavo of sixty-eight pages, excellently printed, as usual, but containing more varied and general reading than its predecessor. Only four issues of this attractive looking periodical seem to have been saved; and, indeed, it is doubtful whether any more were published. Discouraging though these failures must have been to their promoters, nevertheless they were steadily clearing the way for the "Biblical Repertory," which was to live and become famous under its more popular name the "Princeton Review."

The newspaper ambition was however still alive in Borrenstein's mind, and in the summer of 1826, for a group of unnamed proprietors, he began the "New Jersey Patriot," a genuine political weekly newspaper at last, of four folio pages of five columns, and boasting the patronage of "a great number of the literary men of the state." For some reason Borrenstein dropped out in the following April, and with difficulty another printer, A. E. Wer-

den, was obtained; but, three months later, he resumed his connection, and a new—and fatal—editorial policy was announced. The "Patriot" was to be less political and more literary, "religion, morality, letters and political science being entitled to the first consideration for the true patriot," as the announcement phrased it. But this admirable assertion did not elicit the enthusiastic approval of subscribing patriots, true or otherwise; the semi-literary magazine quality, religious or secular, was evidently just what they did not want; and the "New Jersey Patriot" speedily joined the "Packet," the "Gazette," and the "Journal" in the haven of lost argosies.

Meanwhile his newspaper and magazine projects had by no means monopolized the activities of Borrenstein's press. In September 1824, he commenced the issue of "A Series of Tracts on Practical Religion, consisting of Selections from the Works of various Authors." These little pamphlets were issued monthly, forming for the year 1824-25 a first volume of two hundred and ninety-six pages, and for 1825-

26 a second volume of two hundred and ninety-five pages. The advertisement tells us that these tracts would be "to the pious both entertaining and useful," and that it was the purpose of the printer to furnish "a neat volume" each year; but, in spite of the spirit of the times, the tracts did not meet sufficient encouragement, and the series ended with the second volume. In no wise daunted, Borrenstein was ready with another project for giving the public edifying literature. In 1826 he issued two or three booklets illustrating his intention, should it meet with favor, "to print in regular succession all such small works on Practical Christianity as may be either nearly out of print, or which may be worth republishing from English editions." Examples of these were Baxter's "Call to the Unconverted" (1826) and his "Saints' Rest" (1827), Alleine's "Solemn Warnings of the Dead" (1826), which gloomy work went into a second edition in 1828, Hannah More's "Sacred Dramas" (1826), and Grace Kennedy's "The Decision, or, Religion must be all, or is nothing" (1827). A distinctly more pretentious

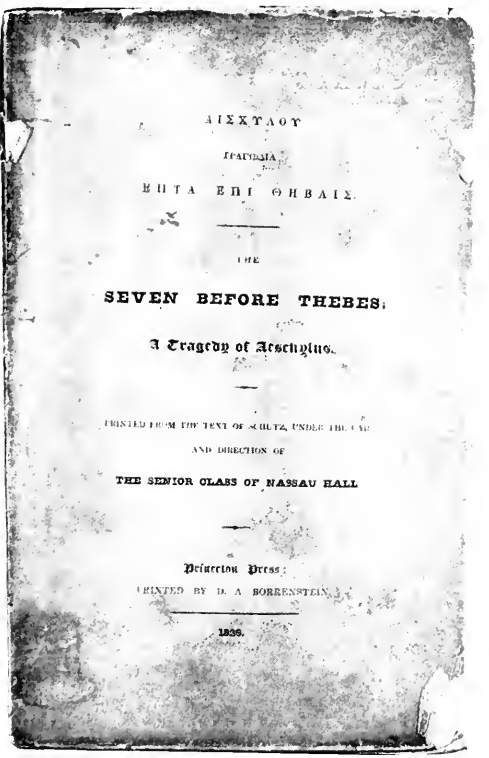
work was a translation of Saurin's "Sermons" in two volumes (1827), with a beautifully engraved portrait of the author by Durand. Another feature of this book was the rather clumsy printer's device on the titlepage—the initials D and B of entwined grapevine tendrils, and surrounded by a wreath of nondescript foliage. At the same time, the Princeton Press, as Mr. Borrenstein called his office, was issuing a constantly growing stream of addresses and sermons, annual reports for local societies, College catalogues and programmes, the catalogue of the Princeton Library Company (1825), venerable ancestor of the twentieth century Public Library, and special reprints, or new editions, of standard works like Alexander's "Outlines of the Evidences of Christianity" and Paley's "Natural Theology;" and when Mr. S. J. Bayard of Princeton brought to the office the manuscript of his narrative poem "Mengwe" (1825), he gave Mr. Borrenstein the chance to put forth his prettiest piece of printing. But probably the most interesting product of the Princeton Press, and decidedly the most

significant from an academic point of view, was Borrenstein's edition of the "Seven Against Thebes" by Aeschylus, the first classical text to bear a Princeton imprint, and one of the earliest American editions of the play. It was published "under the care and direction of the Senior Class of Nassau Hall," so the title-page tells us, and is worth noticing not only as a specimen of early Princeton typography, but also because it is the fruitage of the first advanced classical work done by Princeton undergraduates. It was prepared under the supervision of Professor Robert Bridges Patton who had been elected in April 1825 to the chair of Languages at Princeton. A graduate of Yale in the class of 1817, he was one of that pioneer group of American students in Germany to which Everett and Bancroft belonged, and, taking the degree of Doctor of Philosophy at Göttingen in 1821, he was the first member of the Princeton faculty to hold a German degree. He at once introduced his graduate students and his advanced seniors to the methods of German scholarship, organizing along the

lines of a German seminar the "Philological Society of Nassau Hall," and placing at their disposal, in one of the rooms in Nassau Hall, his private library of 1500 volumes. In this room regular meetings were held until his resignation in 1829. His brief career—he died in 1839—was one of enviable reputation and brightest promise.

In December 1825, a month after his arrival in Princeton, he had delivered in the college chapel, before the Literary and Philosophical Society of New Jersey, a lecture on "Classical and National Education," which may be considered as his inaugural, and which was printed by Borrenstein for the Society in 1826. In this lecture the reader, not too scornful to be curious of the beginnings of classical scholarship in Princeton, may find ideas stirring that seem to harbinger modern times, ideas even more plainly discernible in the Philological Society's list of its aims, printed in 1828 in the catalogue of its library.

In 1827 Borrenstein added a new periodical to his record—the "New Jersey



ΑΙΣΧΥΛΟΥ

ΤΡΑΓΩΔΙΑ

ΕΠΤΑ ΕΠΙ ΘΗΒΑΙΣ.

THE

SEVEN BEFORE THEBES;

A Tragedy of Aeschylus.

PRINTED FROM THE TEXT OF SCHUTZ, UNDER THE CARE

AND DIRECTION OF

THE SENIOR CLASS OF NASSAU HALL

Princeton Press:

PRINTED BY D. A. BORRENSTEIN.

1828.

AESCHYLUS' "SEVEN AGAINST THEBES"
PRINTED BY D. A. BORRENSTEIN. 1828

Sabbath School Journal," which ran into at least a third year, as the "New Jersey Sunday School Journal."

Whatever one may think of the content of Borrenstein's publications, at least it must be acknowledged that in form his work is usually pleasing; but his judgment failed him in the German New Testament he printed in 1828. It is the most unattractive—as it is also one of the rarest—of his imprints. The copy in the Library of Princeton University is a duodecimo on bluish grey paper with mottled edges, producing an effect that is the opposite of artistic. The plates were stereotyped in Philadelphia.

For Messrs. G. and C. Carvill of New York he had printed in 1827 a New Testament in English, arranged by a student in the Seminary on what was then a novel plan, i.e., in paragraphs instead of verses and chapters. The notes and critical apparatus made this the most intricate piece of composition that the Princeton Press had yet been called upon to do.

But there remains to be noticed the periodical with whose mechanical begin-

nings Borrenstein's name must always be associated. In 1825 Dr. Charles Hodge of Princeton Seminary formed the plan of issuing quarterly, under the name "The Biblical Repertory," a series of treatises or "dissertations principally in Biblical Literature." The field was unoccupied in America; and Dr. Hodge felt that the Presbyterian Church was falling behind the age in this kind of literature. "The difficulty of procuring books, or the disinclination to read anything not written in our own language, has led to a lamentable neglect of one interesting department of Theological Learning." The object of the proposed series was to give American students of divinity the benefits of modern English and German theological thought. The first three volumes of the "Repertory" were printed by Borrenstein. But four years' experiment led Dr. Hodge to conclude that the time had not arrived when such a periodical could be adequately supported in America; and, beginning with the fifth volume (1829), a new series was started, with a change in the character of the magazine, whereby its scope was

broadened and it became more of a review of general religious thought, life, and literature. This is not the place to follow the history of the "Repertory" through the long cycle of changes in name and place and printer by which it at last came back to almost the identical spot where its first number was set up; that task has been done by many a librarian, and the desiccated record thereof may be found in the catalogue of any library lucky enough to possess the complete set. But it is pleasant, at least, to remember that it began its life of almost four score years and ten in the humble printing-shop of David Borrenstein.

Mr. Borrenstein drops out of the history of Princeton printing as suddenly and silently as he had entered it. His name appears in connection with the Princeton Press until the middle of 1828, and then without warning its place is taken by William D'Hart, publisher, and Bernard Connolly and Hugh Madden, printers, names so bookishly promising that one cannot help regretting the absolute silence of local history as to the personalities of their

owners. Connolly seems to have left the firm in 1829, taking the Princeton Press imprint with him. Hugh Madden continued to use the Borrenstein types, his most important issue being the first volume in the new series of the "Repertory." He also covered most of the work for the College and Seminary during the next year or two, but after 1830 his name no longer appears.

William D'Hart, who kept a stationery and book store where one could purchase almost anything from hair oil to "Chinese cement," had been publishing in a small way since 1827. For a brief time he seems to have been sole owner of a press, but in 1831 he joined forces with Connolly in taking up a new venture in local journalism, the "Princeton Courier and Literary Register," a weekly which lived about four years under various editors, but with Connolly as printer. When the latter moved to Freehold in the late thirties the "Courier" went out of existence.

In 1831, while he was still his own printer, D'Hart produced for New York and Boston publishers Dr. Samuel Mil-

ler's well known essay on the "Office of the Ruling Elder;" and in connection with that enterprise a letter has been preserved which contains some indication of the financial returns a contemporary author of Dr. Miller's standing might expect.

Rev'd Sir

I send you 75 dollars which is the amount we were to pay for the privilege of publishing your work on the Eldership. I hope you will excuse me for not attending to it sooner. An nother edition of the work is called for. We would be glad to have the liberty of publishing on your own terms.

Very Respectfully Yours,

Wm. D'Hart.

Feb. 20th, 1832.

P. S. I send you 3 Copies "Secreta Monita" which you will please accept from

Your humble servant

W. D.

The second edition duly appeared in 1832 and was identical with the first, but was printed by the new firm, D'Hart and Connolly. The Essay was frequently republished elsewhere though never after 1832 at Princeton. It may be stated in

passing that the "Secreta Monita," referred to in the letter, was an edition of the "Secret Instructions of the Jesuits" printed by D'Hart in 1831 in two editions, one with the Latin text, and the other without, "in order to reduce the price," as the printer's notice puts it.

About this time, Moore Baker, another bookseller, entered the battle of the types. His most notable offering was the first American edition of Mrs. Mary Martha Sherwood's innocent novel, "The Nun." It appeared in 1834, and is apparently the only work of prose fiction bearing a Princeton publisher's name that has come to light. In the spring of 1835 Mr. Baker announced the formation of a circulating library in connection with his bookshop. It was to contain select works, and new books would be added as they came out. This library may have been the successor of the Princeton Library Company of the previous decade. Mr. Baker further showed his progressiveness by publishing in 1835 for Dr. E. C. Wines, principal of Edgehill School in Princeton, the "Monthly Journal of Education," one of

the two American periodicals of the time, so its editor claims, devoted solely to education. It was printed by a young man named Robert E. Hornor, then just beginning his career. A perusal of the few numbers preserved in the University Library leads to the suspicion that the "Journal" was in reality a skillfully veiled advertisement of the institution that Dr. Wines so ably directed. The history and methods of Edgehill School are writ large upon its pages. Admirably produced though it was, it nevertheless soon increased by one the dismal ranks of Princeton magazine failures.

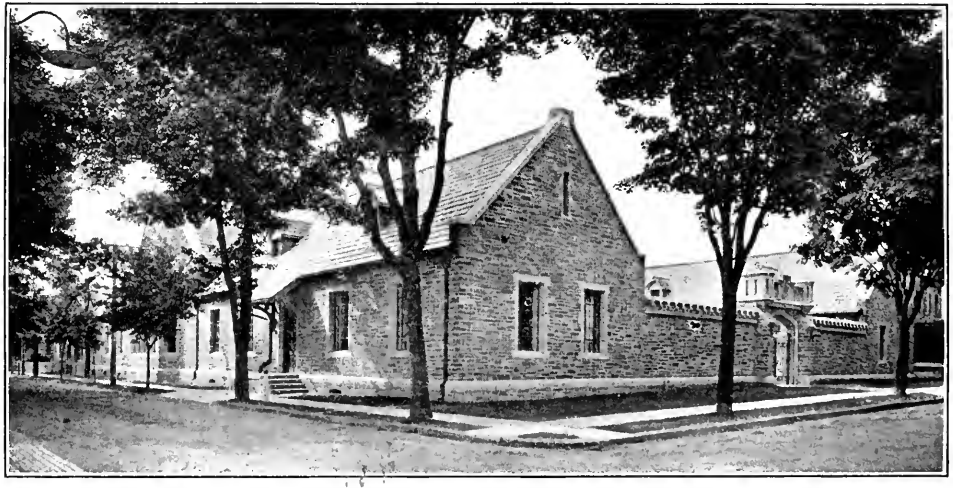
It was during these early years that Mr. Hornor printed for its pseudonymous author a remarkable volume which enjoyed unprecedented popularity and is believed to have been Princeton's first illustrated book, viz., Captain Onesimus' "Christ Rejected: or, the Trial of the Eleven Disciples of Christ, in a Court of Law and Equity, as charged with stealing the Crucified Body of Christ, out of the Sepulchre." The third edition was issued in 1835 with a copyright dated 1832. The first and

second editions have not been seen. A detailed description of this book would be out of place here; but, taking into consideration its contents, its style, its innumerable woodcuts and its delicious anachronisms, one may safely assert that it is the most curious volume ever printed in Princeton.

From 1833 to 1841 the records show another new name, that of John D. Bogart, a son of Mr. Peter Bogart, the Steward of the Seminary. Learning the trade in Princeton, he had printed several of the Seminary's annual catalogues when his career was cut short by his death in 1842, at the age of 31.

And here the second period of the history of printing in Princeton may be said to end; and with the arrival of the name of R. E. Hornor, the modern period begins.

Robert Emley Hornor was a lineal descendant of John Hornor, the early settler whose public spirit assisted in locating the College of New Jersey at Princeton. Controlling a tannery and a pottery manufactory at Queenston, on the out-



THE PRINCETON UNIVERSITY PRESS

skirts of Princeton, he seems to have been possessed of some little means. In September 1832 he had established in opposition to Connolly's Democratic "Courier," which supported Jackson and Van Buren, a paper called the "American System and Farmers' and Mechanics' Advocate," supporting the protection of American industries and the election of the National Republican, or Whig, candidates, Clay and Sergeant. After the campaign he assumed the editorship himself and a new firm, that of John T. Robinson, took charge of the mechanical end. The name of the paper was changed to the "Princeton Whig" and from this period dates the present weekly newspaper, the "Princeton Press" edited by Mr. Edwin M. Norris. Mr. Hornor's Quaker affiliation is shown in the imprint of his paper—"published every sixth-day."

A new spirit enters Princeton journalism with Mr. Hornor's assumption of editorial duties. Never did a paper deserve its name more thoroughly than the "Whig" during Mr. Hornor's régime. He was an eager partisan and one of the most active

and widely known politicians in the state. He seems to have thoroughly enjoyed himself as an editor. Not content with the influence exerted by his weekly, when election times came around he was wont to do extra work for his party by issuing special campaign papers, such as the "Thorn" in the autumn of 1834—an aptly named little two leaf sheet, which was sold for a cent and was issued at least once a week until the campaign was over. That its contents came practically from his own pen is naively revealed by a note in the only surviving number (September 27, 1834) to the effect that the "severe indisposition of the Editor must be an apology for the want of interest or variety in the columns of this week's paper." But the "Thorn" so successfully justified its name and met with such approval from friends of the Whig cause, that two years later Mr. Hornor renewed it to counteract what he was pleased to call the "servile collar press of the Van Buren dynasty." To those who remembered the "Thorn" of 1834 he would merely announce that the new "Thorn" was grown

on the same stalk—"only a trifle sharper and stronger." Its object would be to "place information in every man's hand at so cheap a rate that *all* may read and know the extravagant expenditure and abuses of Van Buren and his satellites." And with cheerful confidence in his ability to secure subscribers, he asks that all who are opposed to Van Buren will send him their names at once so that he may know how many thousand copies of the paper he may start with.

The "Thorn" had not been without effect on the college campus. All things are possible in politics, and the marvel in this case was that the "Thorn" apparently begat the "Thistle," a manuscript newspaper made up of political satire, and circulated, says one of its undergraduate editors in his reminiscences, "by the aid of the long entries of Nassau Hall and the small hours of the night." The success of the "Thistle" led to a more ambitious effort, and in the winter of 1834-35 four or five numbers of a small eight page quarto called the "Chameleon," edited by members of the class of 1835, were is-

sued from the local press. The only remains of the "Chameleon" seem to be a fragrant memory and an "Extra," published in August, 1835, consisting of a long poem on a galley-slip, announcing its demise. With the passing of this effort, undergraduate literary activity, so far as publication is concerned, ceased until, in 1840, John Bogart's press issued the "Gem from Nassau's Casket," a daintily printed little octavo magazine of four double column pages, purely literary and serious in character. The "Gem" gleamed more or less serenely for a very brief day, and then joined the defunct "Chameleon."

On Mr. Bogart's death Mr. Hornor enjoyed a practical monopoly; but, while his imprint occurs on many a pamphlet of the early forties, most of his attention was given to politics and the "Princeton Whig."

One product of his press, however, the "Nassau Monthly," whose first number came out in February 1842, the unmistakable and robuster offspring of the "Gem," cannot be ignored, even in this scant survey. By no means so engaging in appearance as its parent, it nevertheless had the

elusive quality of permanence that the earlier periodical lacked. The "Nassau Monthly," re-baptised as the "Nassau Literary Magazine," has never been conspicuous for beauty on the formal side, and is not comparable with the "Gem" in looks. But it has lived seventy years and, with the exception of the "Yale Literary Magazine," is the oldest undergraduate publication of its kind in the country.

The campaign of 1844 gave Mr. Hornor another rare opportunity, of which he made the utmost by issuing a lively four-page quarto of three columns to the page, called the "Jersey Blue," a name the editor may or may not have known as the title of a rollicking eighteenth century Princeton song. It was, as might be expected, devoted to the Whig cause and was intended to bear especially on the state elections of that autumn, and when they were over to aid the election of Clay and Frelinghuysen. The opening number made this announcement of policy:

"It will be fearless in advocating that which is considered right. While it will concede to all *men* and all *monopolies* their

rights and privileges, it will by no means allow itself to swerve from an independent and dignified bearing. It will deal with the rich as with the poor. The sovereignty of the people will be defended rather than the sovereignty of particular individuals or families. All party excess will be discouraged, while true patriotic zeal will be incited. Who will help us?"

Supporting Charles C. Stratton for Governor, the "Jersey Blue" attacked with all its might—and Mr. Hornor had not mislaid the "Thorn's" pointed pen—the candidacy of John R. Thomson of Princeton, turning to good political account his connection with the Delaware and Raritan Canal Company, and at the same time it fired broadsides at Captain—later Commodore—R. F. Stockton, the leader of the Loco Foco party in the State, finding in his naval and political record and in his connection with the ill-fated gunboat "Princeton" plenty of campaign ammunition.

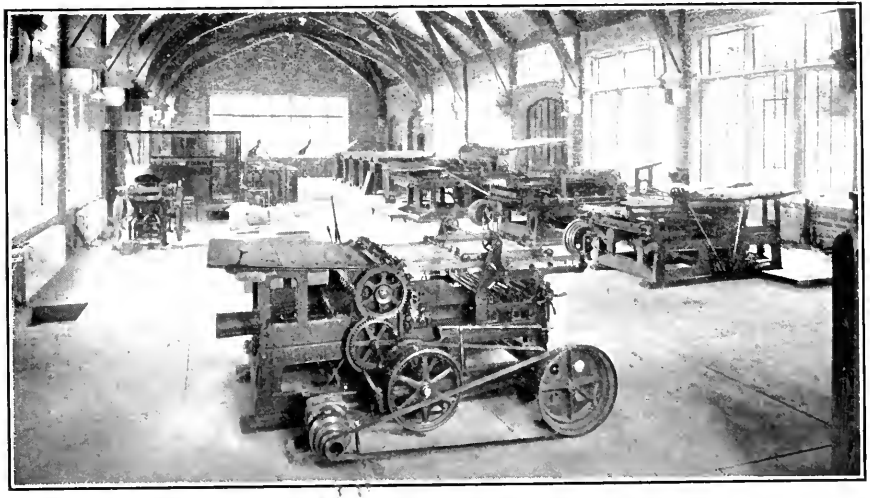
Meanwhile, side by side with Mr. Hornor was working the man whose family name was to be connected with Princeton printing for over half a century—Mr.

John T. Robinson. A Princeton boy, he had learned his trade of Hornor and was a self-made man who came to be one of the foremost of Princeton's citizens. Besides various township positions, he occupied the offices of Judge of Mercer County Court of Common Pleas, Mayor of Princeton, and Postmaster. Of a mechanical turn of mind, he invented a press which he named the Princeton Press, erecting his own machine-shop and foundry for its manufacture. He used one of his presses for the production of the local paper, and sold several through the country. Just as he was about to reap the reward of his labor, a fire (June 1855) destroyed his whole plant, foundry, machine-shop, office, books, papers, and eight presses being a total loss. In his own words, there was "not a vestige of a printing office left." The day after the fire, the "Mercer County Mirror," a rival office, issued for Mr. Robinson on a galley-slip a pathetic "Princeton Press Extra," announcing the disaster and apologizing for the non-appearence of the paper that week. Mr. Robinson bravely rebuilt

the plant and continued his work, but under great financial difficulty.

He had bought the "Princeton Whig," office and paper, from Mr. Hornor in 1842, the latter retaining for his own use an inside column of the paper, and in 1854, three years after Hornor's death, he had changed the name to the "Princeton Press." In 1861 the "Press" and a younger paper known as the "Princeton Standard" were consolidated, Mr. Robinson selling out his share in the older paper, but continuing as printer for the new "Standard." When he died in 1862, his son, John A. Robinson, succeeded to the office and, on his premature death in 1866, the firm was carried on as C. S. Robinson & Company by Charles S. and Harvey L., two younger brothers, whose civic spirit, not only in conducting a weekly newspaper for many years at personal sacrifice, but also in filling various public offices, is too well known to need more than mention here. Under the new management the old name of the office was restored.

The volume of printing for the College



COMPOSING AND PRESS ROOM, PRINCETON UNIVERSITY PRESS

had increased rapidly since the thirties. The method of holding written examinations from printed papers was instituted in 1839, and some of the contemporary question-papers, with their borders heavily decorated in well-meant attempt to sugar the pill and give some touch of charm to documents otherwise unpopular, would provoke the unbounded derision of the modern undergraduate. Commencement programmes became more elaborate, and brought with them the programmes of Sophomore and Freshman Commencements, issued usually without imprints but unmistakably of local workmanship. Of these, each year showed its regular sheaf. Publications more academic in character became fairly frequent, such as the "Glossary of Geological Terms" prepared in 1841, a forerunner of the modern syllabus, or the 1844 collection of five years' "Examination Papers in the Mathematical course of the College of New Jersey," or Professor Stephen Alexander's syllabus on Astronomy (1845), which went into a second edition.

Historical work is represented by W.

A. Dod's "History of the College of New Jersey" (1844), and by Archibald Alexander's "Biographical sketches of the founder and principal alumni of the Log College" (1845). A particularly interesting relic of a lost department in the University is the circular, dated August 1846, announcing the organization of the short-lived Law School. The sempiternal oratorical exercises of the College take on dignity, and the printed programmes for each division of the classes create a continuous succession of leaflets of varying size; while the gentle stream of annual and triennial catalogues of College and Seminary flows on unceasingly. Reading more entertaining in content, and some of it not far from the kingdom of literature, is found in the annual addresses delivered before the Alumni Association at Commencement, or in the addresses before the Halls, a few of which, running into two and three editions, offer points of particular interest to collectors and the bibliographically inclined. A fitful gleam of humor is flashed into the dull sky of college life of those days by the "College

Tatler," a quarto sheet of four pages, whose first issue appeared in May 1845, and whose anonymous editors inform the public that their "object is the promotion of harmless and inoffensive mirth, to enliven us during the long and dull winter terms, and to afford some theme for conversation when all others have run completely out." The contents are satires on campus and town.

An odd absence is that of almanacs. Only one has been found—that of 1844, bearing the title "Uncle Ben's New Jersey Almanac," and published by Hornor, a sixty-four page affair closely resembling other almanacs of the period. It is almost needless to add that Mr. Hornor did not let pass so excellent a chance for political propagandism without getting in some heavy body-blows at the opposite party.

But perhaps the rarest bit of printing done by the press of the "Princeton Whig" is the official invitation to the centennial celebration of the College in June, 1847.

NASSAU HALL

The graduates of the College of New

Jersey are respectfully invited to attend the Centennial Anniversary of their Alma Mater on the 29th and 30th instants.

James Carnahan, President.

At 12½ o'clock P. M. on Tuesday an address will be delivered by Hon. Cheif Justice Green, of New Jersey. At four o'clock the Centenary discourse will be delivered by Rev. Dr. James W. Alexander of New York. At 8 o'clock, P. M. several orations will be pronounced by members of the Junior Class; and the usual exercises of Commencement will begin at 9 o'clock, Wednesday morning.

The advance in standards of taste and dignity that fifty years have wrought is strikingly shown by the contrast between the little slip of paper of 1847 with its typographical error, and the engraved invitation to the Sesquicentennial in 1896, or by a comparison of the modest thirty-six page pamphlet, giving an account of "The First Centennial Anniversary of the College of New Jersey," with the sumptuous Sesquicentennial Book commemorating the celebration of 1896. Despite the possible touch of lurking pride in the phrase "*first* centennial," nothing could

more clearly illustrate the difference between the old Princeton and the new, the Princeton of frame houses and ill-paved streets, of unkempt campus and narrow, lifeless, collegiate monotony, and the prouder twentieth-century Princeton to which the Sesquicentennial opened the portals.

At the end of the forties there came into prominence a new bookseller and publisher, George Thompson, whose series of translations from the classics must have made him popular in his day, but who is probably best known to the modern generation as the publisher of a highly colored and much prized lithograph of Nassau Hall. In 1847 he issued what he claimed to be the first American translation of the Iliad, in 1849 a translation of the "Germania" of Tacitus, in 1850 a Juvenal and a Persius, and in 1851 Demosthenes "On the Crown."

From this time on, the Robinson firm has done most of the printing business of Princeton, with here and there a temporary competitor such as the "Mercer County Mirror" office, established by Mr.

Howard V. Hulfish in the middle fifties and continued after his death as the office of the "Princeton Standard", whose eventual consolidation with the "Princeton Press" has already been mentioned.

Mr. Hulfish had learned his trade from Mr. John T. Robinson, and in the office of C. S. Robinson & Co., the founder of the Zapf Press similarly gained his early experience. Adding to that training a year with DeVinne of New York, Mr. W. C. C. Zapf opened his office in 1890 within a door or two of the place where Tod had set up the "Packet," and for the next sixteen years he made a specialty of undergraduate work. The "Alumni Princetonian," begun in 1894 as a weekly companion to the "Daily Princetonian," and in 1900 reorganized as the "Princeton Alumni Weekly" by the Princeton Publishing Company, a corporation formed for that purpose, was printed at the Zapf Press until 1906. The "Nassau Literary Magazine" and the "Tiger," the Triangle Club, Glee Club, and Athletic Association work were handled by the Zapf Press for several years, as also were some of the

publications of Lawrenceville School. An interesting fact is that in the early days, when he was still in the Princeton Press office, Mr. Zapf did the first music printing done in Princeton.

The Princeton Press was run by C. S. Robinson & Company until 1906, when the opportunity for a university press, forcing itself home on a group of alumni who had long cherished the idea, resulted in the organization of a stock company, the Princeton University Press, to test the feasibility of maintaining a press which should not only serve the University but also be self-supporting. The Zapf Press and the plant of C. S. Robinson & Company were acquired, and to this equipment additions were made as business demanded. After four years' trial, which carried the project well beyond the experimental stage, the Princeton University Press found itself firmly established and of proved usefulness, and needing only a larger and more modern equipment, and a building architecturally adequate. Both necessities have now been provided through the generosity of one who has largely

guided the experiment from the beginning.

In planning the building, the architect, Mr. Ernest Flagg of New York, has combined aesthetic and utilitarian principles in a structure which should not only help to maintain the modern style of Princeton academic architecture, but at the same time give a maximum of light and air and the most convenient arrangement for the working departments and offices of a large printing and publishing establishment. The building is of local stone, such as has been used so successfully in recent buildings on the campus. It is one hundred and sixty-seven feet long and a hundred and thirty-five feet wide, and is planned in the form of the letter H, with a large court, about seventy-three feet square and separated from the street by a battlemented wall. To this court access is gained through a Tudor gateway bearing the seal of the Press. On the sides of the court are the main offices, with other large office rooms. Here too are the separate editorial rooms of the "Princeton Alumni Weekly." Opposite the entrance, and in the cross section of

the H, is a large hall, one hundred and twenty-eight feet by forty-two, with open timber trussed roof, forty feet to the ridge. This hall contains the presses, linotypes and other machinery of a complete modern press and composing room. The bindery, mailing department, stock rooms, etc., are located in the adjacent wings.

A word or two may be said about the various lines of work in which the Princeton University Press is engaged. Among the regular issues of this office at one time or another have been most of the undergraduate publications, chief of which still is the "Daily Princetonian," begun in 1876 as the bi-weekly "Princetonian," becoming a weekly in 1883, a bi-daily in 1885, and a daily in 1892. Since 1906 the University Press has also printed the "Princeton Alumni Weekly," the successor of the "Alumni Princetonian." The fifteen volumes of the discontinued Faculty journal, the "Princeton University Bulletin," came from its composing room; it has issued numerous club books for organizations here and elsewhere, and it makes a specialty of

the publication of class records. The "Official Register of Princeton University" is printed by the Press, and in addition, it handles sixteen weekly, monthly or quarterly publications. Among these may be mentioned the "Bulletin of the American Economic Association," the "Classical Weekly," the "Psychological Monographs," and the "Princeton Theological Review." In addition to work of this character, the Press has turned out many individual volumes, privately printed for their authors, or issued by private publishing organizations such as the Princeton Historical Association, etc.

Although the official printing of the University will continue to be its first care, that work alone will not be able to keep the new plant in exclusive operation; and, with its enlarged facilities and the installation of the most modern equipment, the Press is prepared to do a volume of outside printing that shall be larger than ever. Reincorporated in October 1910 under the act providing for "associations not for pecuniary profit," the new Princeton University Press is brought into very close

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relation with the body whose name it bears. In the words of its charter its purpose is two-fold: "in the interests of Princeton University to maintain and operate a printing and publishing plant for the promotion of education and scholarship, and to serve the University by manufacturing and distributing its publications." With this high purpose before it, the Press enters its new career.

The members of the Council are Messrs. Charles Scribner, president, M. Taylor Pyne, vice president, C. Whitney Darrow, secretary, Clarence B. Mitchell, treasurer, Robert Bridges, George W. Burleigh, Parker D. Handy, John G. Hibben, Charles W. McAlpin, Archibald D. Russell, Arthur H. Scribner, Augustus Trowbridge, and Andrew F. West. The Manager is Mr. C. Whitney Darrow.

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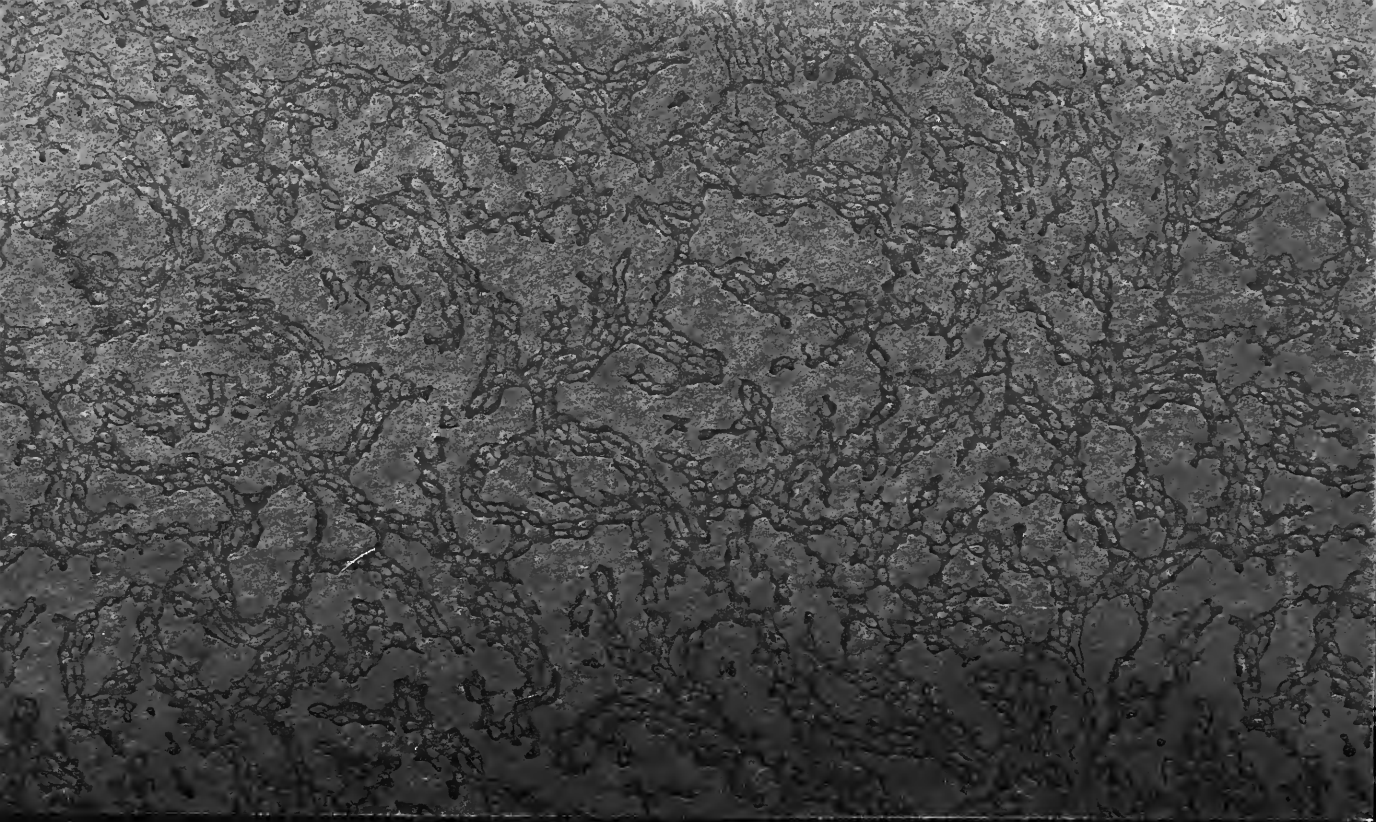
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